

# Cognitive Dissonance in Negotiations: Turning a Foe into a Friend

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THE VIEWS AND OPINIONS EXPRESSED ARE THOSE OF THE AUTHOR AND DO NOT NECESSARILY REFLECT THE OFFICIAL POLICY OR POSITION OF THE SALT LAKE COUNTY DISTRICT ATTORNEY'S OFFICE

# Dorothy Martin and the Seekers



# Dorothy Martin and the Seekers



END OF THE  
WORLD BEGINS  
DECEMBER 21,  
1954!

# Dorothy Martin and the Seekers

## DAY OF RECKONING TIMELINE





# What is Cognitive Dissonance?

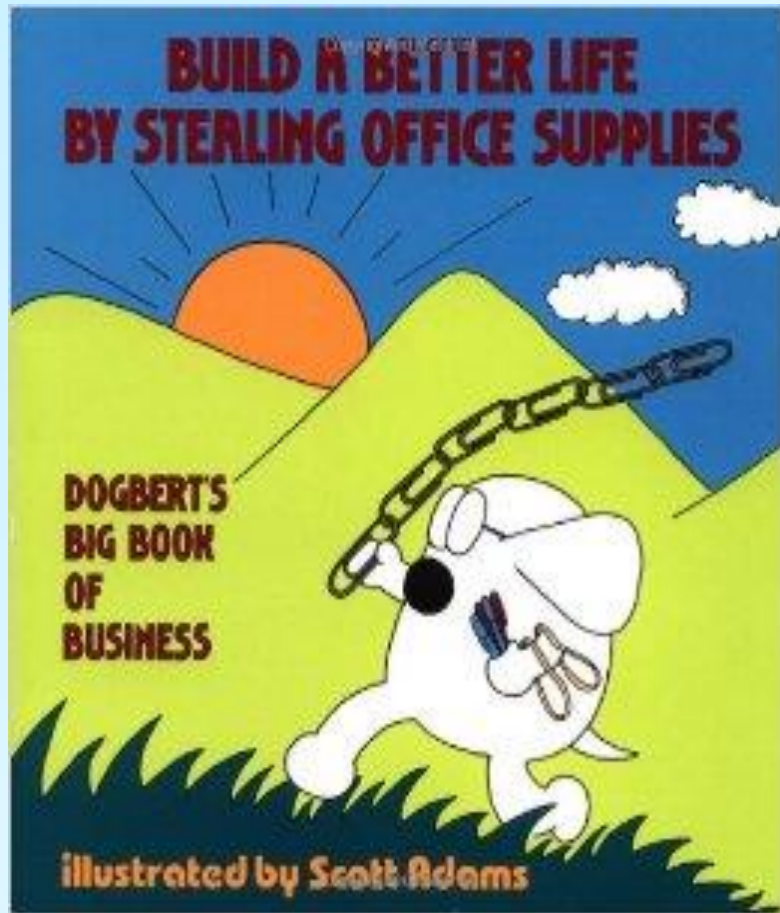


BELIEF

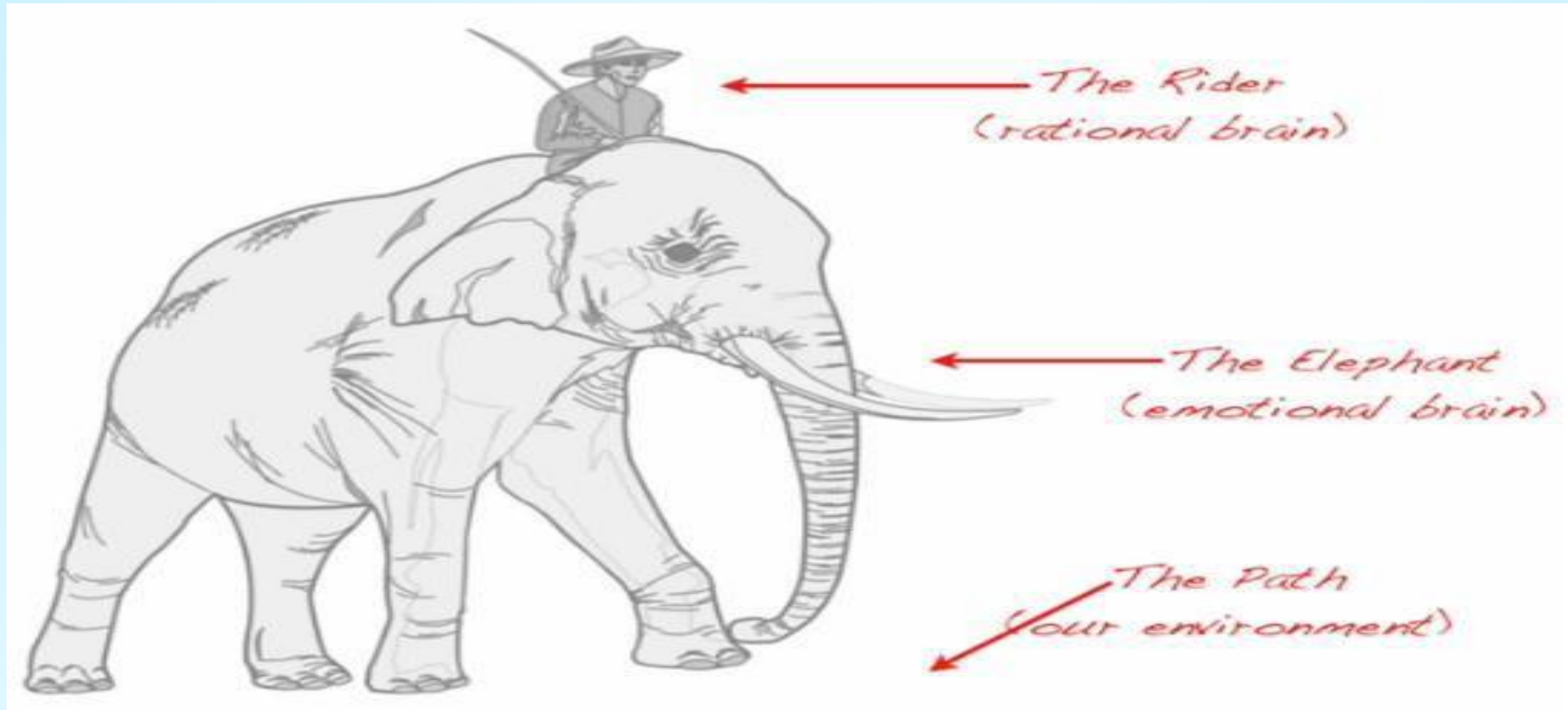


FACT/BELIEF OR  
ACTION

# Examples of Cognitive Dissonance



# EMOTIONS VS. REASON



# RESTORING THE BALANCE



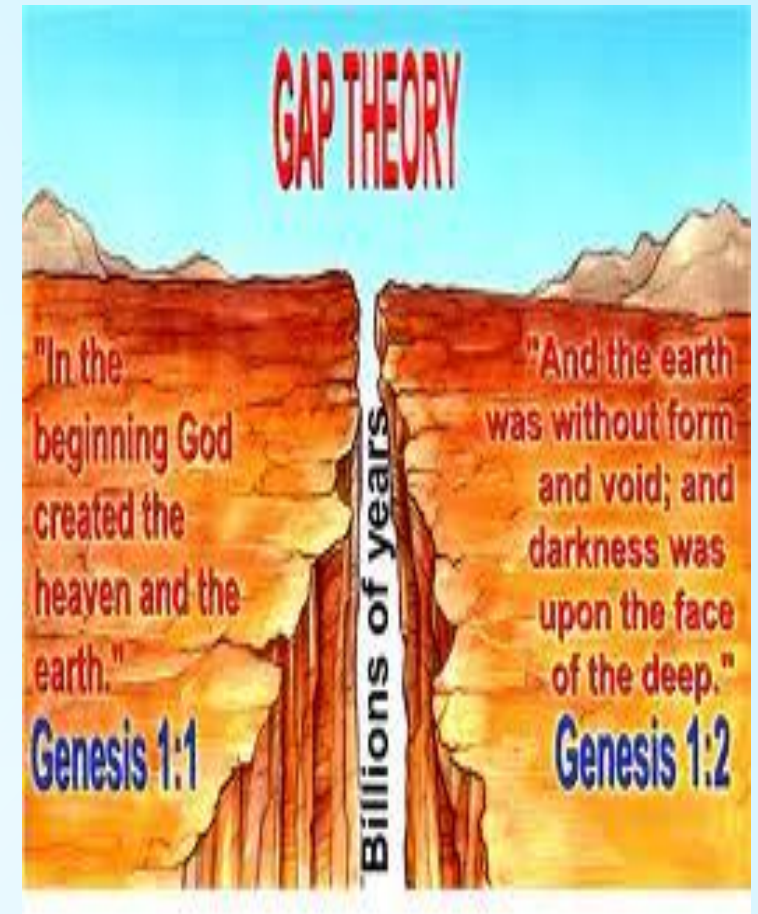
- Reducing Cognitive Dissonance

1-Change the  
Behavior/Belief

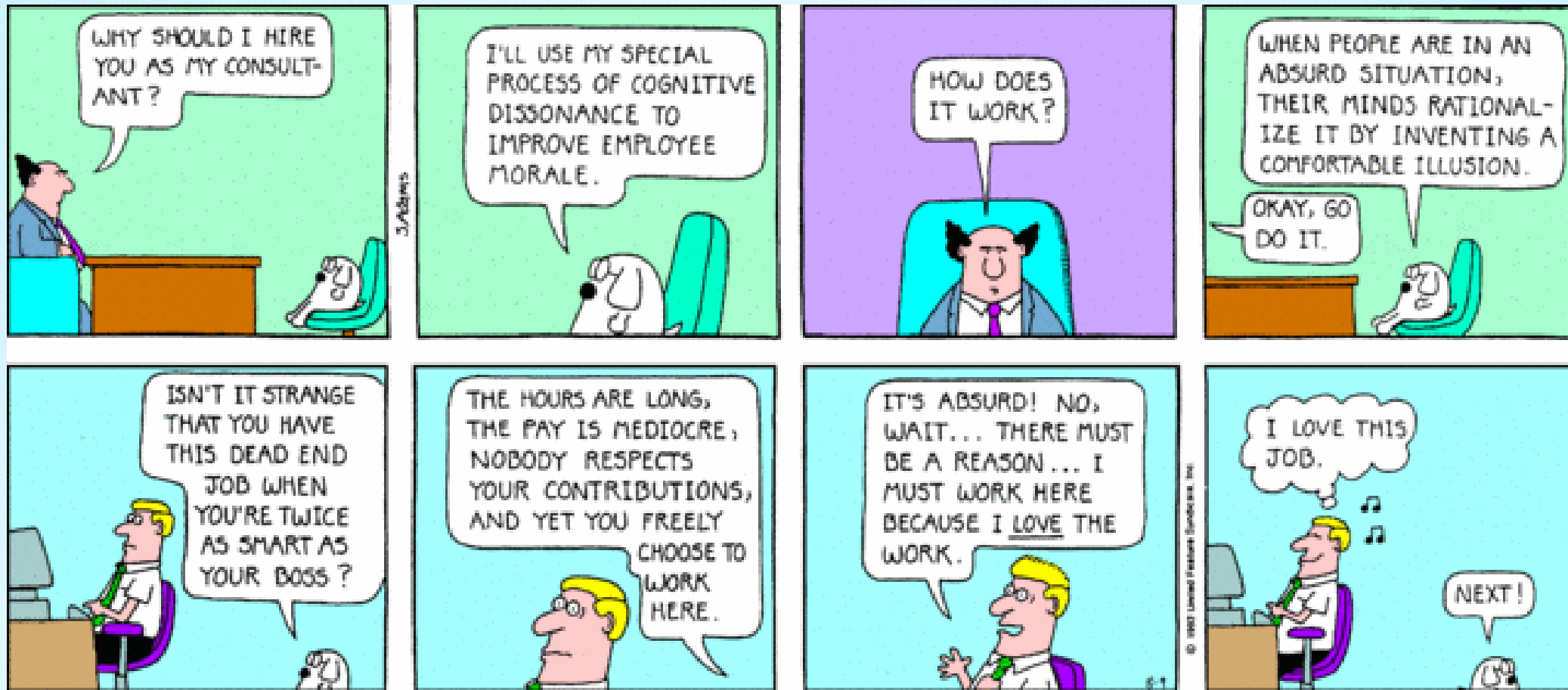
2-Justify the  
Behavior/Belief



# Resolving Cognitive Dissonance



# How is this Relevant to Negotiations?



# NEGOTIATIONS-BODY LANGUAGE



94% OF ALL  
COMMUNICATION IS  
NON-VERBAL!! (or 63-93%)



# NEGOTIATIONS-BODY LANGUAGE





# NEGOTIATIONS-BODY LANGUAGE



# NEGOTIATIONS-BODY LANGUAGE

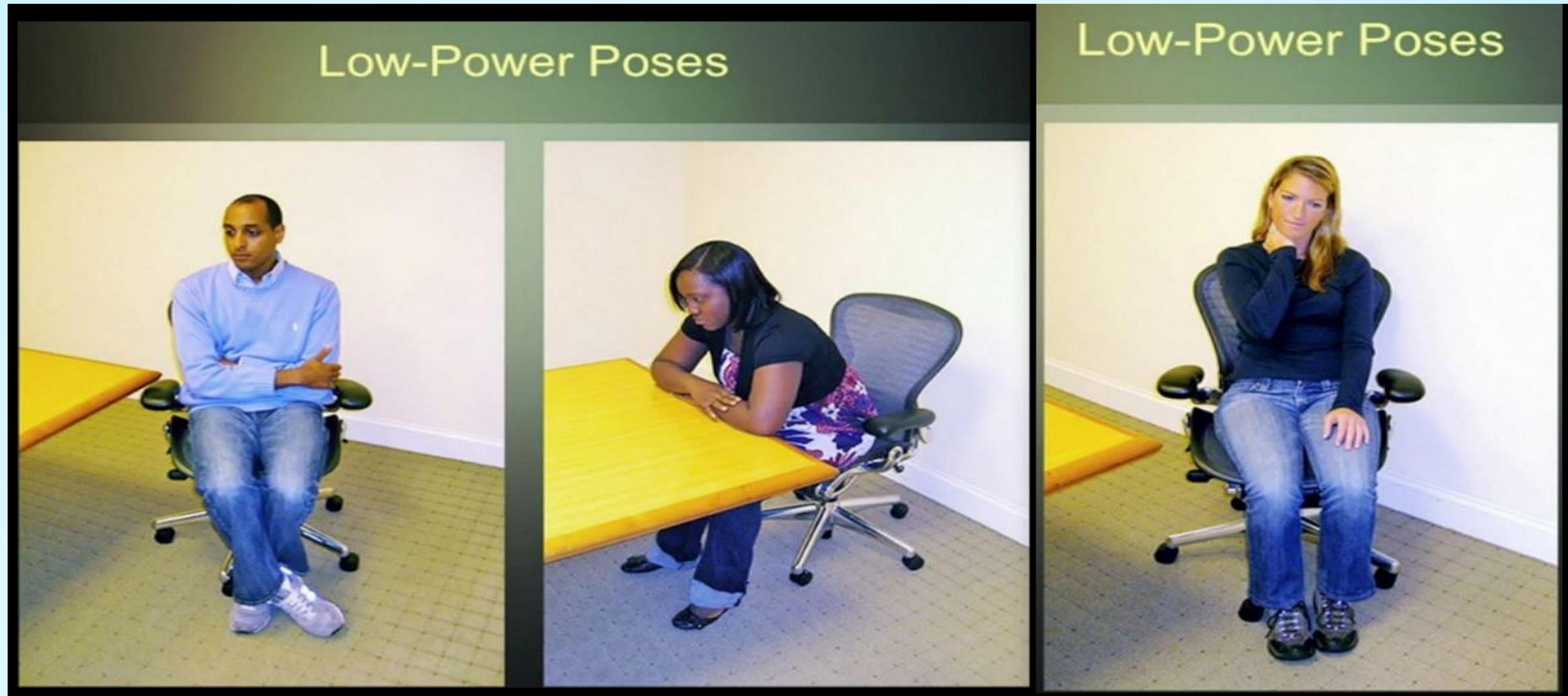




# NEGOTIATIONS-POWER POSES



# NEGOTIATIONS-NONPOWER POSES

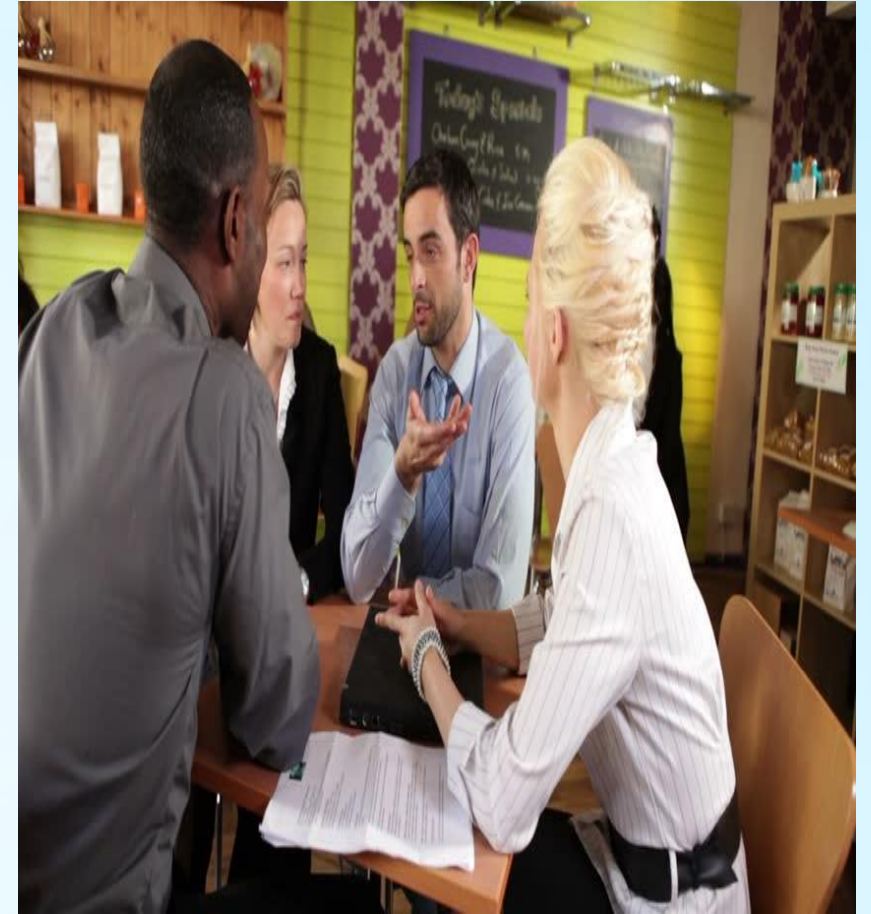




# NEGOTIATIONS-POWER POSES



# NEGOTIATIONS-ENVIRONMENT





# COGNITIVE DISSONANCE IN NEGOTIATIONS



# FREE CHOICE STUDIES





# FREE CHOICE IN NEGOTIATIONS



# MINIMIZE THE COGNITIVE DISSONANCE

## Choices, Choices, Choices





# MINIMIZE THE COGNITIVE DISSONANCE

## Adversaries vs. Colleagues



# MINIMIZE THE COGNITIVE DISSONANCE

Numbers = Security, Pride, Recognition, Control





# COGNITIVE DISSONANCE IN YOUR FAVOR

## Hard on the Problem, Positive on the Person



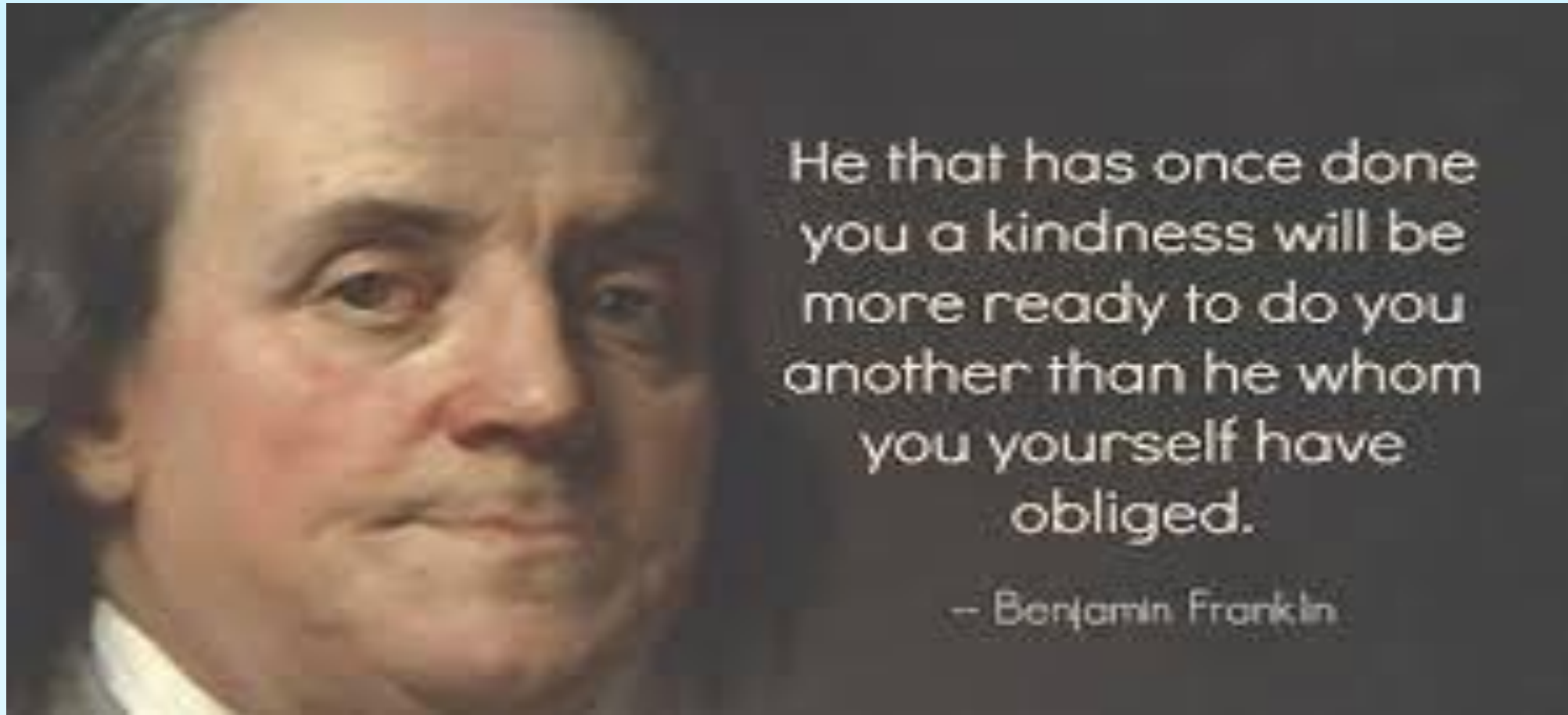
# COGNITIVE DISSONANCE IN YOUR FAVOR

## Difficult Parties



# COGNITIVE DISSONANCE IN YOUR FAVOR

## Difficult Parties





# ENDING AT THE BEGINNING



**Sister Thedra**  
May 6, 1900 - June 13, 1992